28th Conference of the European Wound Management Association

EWMA 2018
in cooperation with the Polish Wound Management Association

SPONSOR & EXHIBITOR INFORMATION

KRAKOW, POLAND
9-11 MAY 2018

WWW.EWMA2018.ORG
WWW.EWMA.ORG
WWW.PTLR.ORG.PL
EWMA COUNCIL

EXECUTIVE COMMITTEE
Sue Bale  President
Severin Läuchli  Immediate Past President
Georgina Gethin  Honorary Secretary
Jan Stryja  Treasurer
Alberto Piaggesi  Scientific Recorder

EWMA SCIENTIFIC COMMITTEE
Alberto Piaggesi  EWMA Scientific Recorder
Magdalena A. Gershater  EWMA
Georgina Gethin  EWMA
Severin Läuchli  EWMA
Edward Jude  EWMA
Jan Stryja  EWMA
Christian Münter  EWMA
Kirsi Isoherranen  EWMA
Sebastian Probst  EWMA
Sue Bale  EWMA
Maciej Sopata  PWMA
Arkadiusz Jawien  PWMA
Britt Ebbeskog  SSIS
Eila Sterner  SSIS

LOCAL ORGANISING COMMITTEE
Arkadiusz Jawien  PWMA
Marek Kucharzewski  PWMA
Paulina Móscicka  PWMA
Beata Mrozikiewicz-Rakowska  PWMA
Mariusz Kozka  PWMA
Maciej Sopata  PWMA
DEAR FRIENDS

The 28th Conference of the European Wound Management Association will be held from May 9-11, 2018 in Kraków, Poland.

We expect that EWMA 2018 will bring together 3,000-4,000 participants and 160 exhibiting companies.

At EWMA 2018 you can present your brand and latest products to the market and network with potential business partners. Being an active part of the EWMA network will strengthen your position in the market, expand your network, and increase valuable goodwill.

As a sponsor or exhibitor at EWMA 2018 your company will be visible at the largest international wound conference to the largest group of experts and practitioners in wound healing and wound management. The platform is established to exchange knowledge and experiences of the best experts in the field internationally.

WHY ATTEND THE EWMA 2018 CONFERENCE?

By participating as a sponsor or exhibitor you receive:

• an excellent opportunity to do business
• boost awareness about your brand and products
• direct visibility to the market and distributors
• a huge variety of networking possibilities
• the opportunity to meet researchers and clinicians
• an update on your wound healing and wound management
• the opportunity to present your clinical data in a symposium

The EWMA Conference will be held in Poland for the first time. It will take place in the historical city of Kraków. With its long history of intellectual heritage and modern dynamic development, Kraków offers the ideal venue for the EWMA 2018. The Conference will gather European and international wound management communities with the common goal of improving the care of wound patients.

EXPO Kraków has excellent connections to the city centre (7 km), the main train station (7 km) and Balice airport (20 km).

We cordially invite you to actively participate in EWMA 2018 in Kraków.
DEAR FRIENDS

HISTORY

The European Wound Management Association (EWMA) was founded in 1991 and works to promote the advancement of education and research into native epidemiology, pathology, diagnosis, prevention and management of wounds of all aetiologies.

EWMA is an umbrella organisation linking wound management associations across Europe, as well as a multidisciplinary group bringing together individuals and organisations interested in wound management. EWMA works to reach its objectives by being an educational resource, organising conferences, contributing to international projects related to wound management, actively supporting the implementation of existing knowledge within wound management, and providing information on all aspects of wound management.

VISION

EWMA wants to make a difference in wound management throughout Europe.

OBJECTIVES

1. To promote the advancement of education and research into epidemiology, pathology, diagnosis, prevention and management of wounds of all aetiologies.

2. To arrange conferences on aspects of wound management throughout Europe.

3. To arrange multi-centre, multi-disciplinary training courses on topical aspects of wound healing.

4. To create a forum for networking for all individuals and organisations interested in wound management.
EWMA CONFERENCE STATISTICS

PARTICIPANTS

Every year EWMA attracts participants from more than 80 countries, who want to be a part of the yearly success of the conference and the community that works for creating better wound healing results.

Participant survey shows that:

EWMA participants join from all over the world and their opinion are important for EWMA to continually having a successful conference.

- **94%** think that the conference met their expectations or was better than expected.
- **82%** think the content of the sessions were either good or excellent.
- **94%** think the relevance of the conference was met and relevant for their work.
- **97%** connected and networked with other participants during the conference.
- **96%** gained new knowledge and valuable information and contacts from the exhibiting companies.
- **95%** would recommend EWMA Conference to others.
EWMA actively promotes the annual conference in all European countries to attract participants.

Our marketing strategy ensures that the benefits of attending EWMA 2018 are widely known through direct mail campaigns, website and electronic promotions, advertising in professional journals, and active participation in and promotion at regional meetings related to the conference’s main scientific areas.

The benefits of EWMA are also spread through our many co-operating partner organisations to reach as many people involved in wound management and wound healing as possible and make a difference for the future, starting now.

**TOP 10**

<table>
<thead>
<tr>
<th>Country</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>696</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>403</td>
</tr>
<tr>
<td>Germany</td>
<td>244</td>
</tr>
<tr>
<td>Italy</td>
<td>182</td>
</tr>
<tr>
<td>Belgium</td>
<td>135</td>
</tr>
<tr>
<td>France</td>
<td>122</td>
</tr>
<tr>
<td>United States</td>
<td>108</td>
</tr>
<tr>
<td>Sweden</td>
<td>106</td>
</tr>
<tr>
<td>Switzerland</td>
<td>104</td>
</tr>
<tr>
<td>China</td>
<td>96</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,196</strong></td>
</tr>
</tbody>
</table>

**EXHIBITOR SURVEY SHOWS THAT:**

- 96% Were satisfied or very satisfied with the service of the EWMA secretariat before and during the conference.
- 73% Got contact to new distributors as expected or more than expected.
- 86% Exhibit at the EWMA conference to gain new sales leads.

**TOTAL NUMBER**

- Participants: 3,405
- Exhibitors: 1,114
- Total: 4,519
- No. of Countries: 80

**EUROPE**

- Netherlands: 696
- United Kingdom: 403
- Germany: 244
- Italy: 182
- Belgium: 135
- France: 122
- Sweden: 106
- Switzerland: 104
- Denmark: 87
- Spain: 56
- Portugal: 54
- Austria: 48
- Finland: 46
- Czech Republic: 45
- Ireland: 37
- Poland: 35
- Norway: 28
- Croatia: 24
- Greece: 19
- Hungary: 19
- Slovenia: 19
- Estonia: 18
- Lithuania: 13
- Iceland: 12
- Romania: 11
- Slovakia: 8
- Bulgaria: 7
- Kosovo: 6
- Malta: 6
- Ukraine: 6
- Serbia: 3
- Bosnia & Herzegovina: 2
- Latvia: 2
- Luxembourg: 1
- Azerbaijan: 1

**TOTAL** 2,605

**OUTSIDE EUROPE**

- United States: 108
- China: 96
- Saudi Arabia: 74
- United Arab Emirates: 58
- Korea, Republic of South: 44
- Russia: 43
- Turkey: 34
- Australia: 34
- Jordan: 34
- Israel: 31
- Canada: 25
- Brazil: 21
- Qatar: 21
- India: 19
- South Africa: 17
- Iran: 13
- Singapore: 13
- Egypt: 11
- Kuwait: 11
- Chile: 10
- Japan: 10
- Lebanon: 10
- Taiwan: 9
- Mexico: 8
- Sri Lanka: 7
- Oman: 5
- New Zealand: 4
- Cyprus: 3
- Hong Kong: 3
- Iraq: 3
- Columbia: 2
- Kenya: 2
- Morocco: 2
- Panama: 2
- Thailand: 2
- Venezuela: 2
- Greenland: 1
- Algeria: 1
- Argentina: 1
- El Salvador: 1
- Gibraltar: 1
- Haiti: 1
- Indonesia: 1
- Syria: 1
- Zimbabwe: 1

**Total** 800
EWMA’s relationship with its Corporate Sponsors is one of mutual support and flexibility, as EWMA recognises the importance of collaboration with the industry in the development within wound care and wound management.

TWO LEVELS OF SPONSORSHIP

A partnership with EWMA consists of several benefits:

**EWMA Corporate A Sponsorship € 40,000**

**GENERAL BENEFITS:**

- Appointment as Corporate A Sponsor of EWMA
- Large logos on EWMA website and link to company websites
- 1/1 full page advert in each issue of the EWMA Journal
- 20% discount on additional adverts in EWMA Journal
- 40 issues of the EWMA Journal free of charge
- Large logo on the back cover of the EWMA Journal
- Right to use EWMA logo in relation to own educational programmes
- Possibility to use EWMA Council members as lecturers/teachers in company seminars
- Invitation for two Corporate Sponsor Meetings a year
- Regular information on EWMA activities
- Benefit from the EWMA member fee irrespective of whether your customer/participant is a member of EWMA or not

**EWMA Corporate B Sponsorship € 6,000**

**GENERAL BENEFITS:**

- Appointment as Corporate B Sponsor of EWMA
- Small logos on EWMA website and link to company website
- 20% discount on adverts in the EWMA Journal
- 10 issues of the EWMA Journal free of charge
- Small logo on the back cover of the EWMA Journal
- Regular information on EWMA activities
### CONFERENCE RELATED BENEFITS

<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>CORPORATE A</th>
<th>CORPORATE B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satellite Symposia</td>
<td>40% discount</td>
<td>10% discount</td>
</tr>
<tr>
<td>Exhibition</td>
<td>20% discount</td>
<td>20% discount</td>
</tr>
<tr>
<td>Free participant registrations</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Exhibition space selection</td>
<td>1st</td>
<td>2nd</td>
</tr>
<tr>
<td>Advertisement in conference material</td>
<td>20% discount</td>
<td>20% discount</td>
</tr>
<tr>
<td>Acknowledgement in the official programme</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Use of EWMA logo</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Advertisement Journal</td>
<td>Free</td>
<td>20% discount</td>
</tr>
<tr>
<td>Registration at EWMA member fee</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
EXHIBITION

Exhibition traffic is increased through the following efforts:
- A big scientific e-poster area is placed in the exhibition area
- The exhibitor map is available through the EWMA App
- Catering and coffee stations are located in the exhibition area

PRICES

SQM. PRICES

1-9 sqm. floor space: € 645 per sqm.
Additional sqm.: € 595 per sqm.

After purchasing 18 sqm.
the additional sqm. is: € 565 per sqm.

The discounted price is only given on the additional sqm.

BASIC HIRING OF FLOOR SPACE INCLUDES:

- Exhibition space (floor space only: no schell scheme, furniture, carpet or other furnishings are included)
- Acknowledgement as an exhibitor in the programme with logo and contact information
- One conference bag with the Programme
- Participant list before the start of the Conference
- Security and technical supervision
- Two exhibitor admission badges for every 9 sqm. of spaced hired
- Company information in exhibitor directory, website and EWMA 2018 App
- Early build up is included for stand +25 sqm.

EXHIBITOR REGISTRATION

ADDITIONAL EXHIBITOR REGISTRATION

Included in the stand are 2 free exhibitor badges per 9sqm booked floor space. The maximum number of extra exhibitor badges you can book is equal to the number of free badges.
The cost of extra exhibitor badges (stand personnel) is EUR155 if registered by April 29 2018.
For registration on or after April 30 2018 the price is EUR 300. Prices inclusive of VAT.
Excess personnel must be registered as participants. Due to security regulations, all personnel must be registered and wear official badges at all times. Please note that an exhibitor registration does not give access to the scientific programme.

EARLY BUILD UP

For exhibitors with +25 sqm. exhibition space, early build up will take place from May 7th 2018.

BUILD UP

Build up will start in the morning of May 8th 2018. Personnel from the EWMA Secretariat and the official exhibition company will be present.

PRICES FOR 12 SQM. EXHIBITION SPACE

<table>
<thead>
<tr>
<th>Square Meters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 sqm.</td>
<td>€645</td>
</tr>
<tr>
<td>12 sqm.</td>
<td>€7,590</td>
</tr>
<tr>
<td>Additional 3 sqm.</td>
<td>€1,785</td>
</tr>
<tr>
<td>18 sqm. exhibition space</td>
<td>€11,160</td>
</tr>
<tr>
<td>Additional 6 sqm.</td>
<td>€3,390</td>
</tr>
</tbody>
</table>

PRICES FOR 24 SQM. EXHIBITION SPACE

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<td>18 sqm.</td>
<td>€11,160</td>
</tr>
<tr>
<td>15 sqm.</td>
<td>€9,375</td>
</tr>
<tr>
<td>12 sqm.</td>
<td>€7,590</td>
</tr>
<tr>
<td>9 sqm.</td>
<td>€5,805</td>
</tr>
<tr>
<td>Additional 9 sqm.</td>
<td>€5,355</td>
</tr>
<tr>
<td>Additional 6 sqm.</td>
<td>€3,390</td>
</tr>
<tr>
<td>24 sqm.</td>
<td>€14,550</td>
</tr>
</tbody>
</table>

PRICES FOR 24 SQM. EXHIBITION SPACE
Boost your company’s exposure and brand recognition and present your clinical data by hosting a Satellite Symposium, give a hands-on experience in a workshop. Rates vary with the exclusiveness of the symposium and the capacity of the session room.

**SATELLITE SYMPOSIA**

**SYMPOSIUM A € 40,000**
Symposium A takes place in one of the main session rooms with a capacity of 600 seats. Typically, there are only 2 sessions parallel with an A Symposium slot. The rate includes:
- 60 minute slot, allocated in a premium time slot.
- space for two roll-up banners
- invitations in the Conference bag
- simultaneous translation if symposium is bilingual.

**SYMPOSIUM B € 25,000**
Symposium B seminar typically 200 - 400 delegates. The rate includes:
- 60 minute slot
- space for one roll-up banner
- invitation in the Conference bag.

**SYMPOSIUM C € 10,000**
Symposium C is held in a smaller seminar room that seats 70 -160 delegates. The rate includes:
- 60 minute slot
- space for one roll-up banner
- invitation in the Conference bag.

**WORKSHOPS**

**SATELLITE WORKSHOPS € 10,000**
In a satellite workshop, you can give participants a hands-on experience with your product. A Satellite workshop room has space for 50-150 persons. The rate includes one slot of 60 minutes, space for one roll-up banner and invitation in the Conference bag.

**SYMPOSIUM SPEAKERS**

All speakers must register for the conference. Registration, accommodation, and travelling costs must be covered by the company for any invited speaker or chairperson from the organisations.

**Fixed fee**
The companies must pay a fixed fee even if the speaker is also an invited speaker at the scientific conference or EWMA Council member. The fixed fee covers the speaker’s hotel room for 3 nights, the registration fee, and travel expenses.

The fee is €1,455 for speakers from outside Poland and €1,155 for speakers from Poland.

If more companies invite the same speaker, the costs will be split evenly between the companies.

EWMA holds the right to invite speakers until the time of conference and can therefore not provide a full list of speakers during the planning of the event. Companies will be invoiced the fixed fee just before or just after the conference.

**SYMPOSIUM APPROVAL**

All symposia must be approved by the Scientific Committee of EWMA 2018 and chaired or co-chaired by a Council member from one of the organising societies or someone appointed by EWMA. **Corporate Sponsors at EWMA will receive a discount on Symposia. Please see the overview on page 8.**
FOCUS GROUP

Organising a focus group session in connection with a conference is an outstanding opportunity for industry to gather key opinion leaders for a structured discussion on a topic that is defined by the company in question.

A focus group session gathers a limited number of specifically selected participants. Typically, the participants will be chosen from the delegates of the conference in partnership with the organising company. However, participants may also be specially invited for a Focus group.

FORM AND CONTENT
The invited group participants, usually a maximum of 8-12 persons, are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement or idea. Presentations and discussions take place in an interactive group setting where participants are encouraged to openly discuss with other group members. Duration: 1-1.5 hours.

Focus groups are interesting for companies, who:
- Are interested in feedback on products or clinical studies
- Would like to establish contact to key opinion leaders
- Are new to the European market or general aspects of market access
- Need feedback on potential applications of existing products
- Are about to launch a new product

The programme for a focus group discussion typically contains the following steps:
- The moderator, or someone else, who is familiar with the topic, makes an introduction and points out the areas of interest or challenges faced;
- Group discussion, which should be guided by the moderator in order to secure that the relevant topics are covered;
- Optional: A summary of the discussion.
- The moderator is typically a clinician, a company representative or a marketing consultant. The moderator is chosen by the hosting company.

If you would like to use a clinician as moderator we will be able to help you identify someone and to establish the contact.

FOCUS GROUP FEE €10,000
Most often, the requested key opinion leaders will already be present at the conference. In this case a focus group is a very cost-effective way of arranging a meeting with key stakeholders in order to gather information that the company is currently in need of. If the company wishes to invite participants not already present at the Conference, additional cost related to registration, accommodation and travelling must be considered. Depending on the choice of moderator for the session, some additional expenses might also have to be considered.

PRACTICAL ORGANISATION OF THE FOCUS GROUP
The overall purpose and the specific programme of each focus group will have to be agreed individually and is typically developed in close collaboration with the conference secretariat.

The conference secretariat will take care of all the practical organisation of the focus group session.
SPONSORSHIP

We offer several opportunities to brand your company and products - here are few of our options. Please contact us in regards to seeing the complete branding catalogue.

CONFERENCE BAGS €10,000
The conference bags will be handed out to all participants and provide a high level of exposure for your company. Your logo is shown on the outside of the conference bag. The size and amount of stickers will be decided by mutual agreement between the sponsoring company and the EWMA Secretariat. The sponsorship excludes production costs.

PEN AND NOTEPAD €5,000
The pens and notepads will be handed out to all participants and will provide a high level of exposure for the sponsoring company. You can design the notepads and pens with your company logo or information about your products or symposium. The sponsorship does not include production costs.

PROGRAMME
All advertisements are 4-colour and A4 size.

- Inner back cover: €3,500
- Regular page: €2,000

The Programme will be handed out to all Conference participants and uploaded to the Conference website. The sponsorship excludes production costs. As a corporate sponsor, you will receive 20% discount on your advertisements.

FLOOR STICKERS €10,000
The floor stickers include your company name and logo and are placed in the exhibition area. The size and amount of stickers will be decided by mutual agreement between the sponsoring company and the EWMA Secretariat. The sponsorship excludes production costs.

EWMA APP €7,500
It is now possible to increase your visibility and boost your name recognition using the EWMA App. Participants will be able to use the EWMA App for networking opportunities and accessing specific information about Satellite Symposia, exhibitor locations, abstracts, and the Scientific Programme.

LANYARDS €12,500
Participants are to wear their badges during the entire conference. Lanyards will be handed out to all participants with their badges. The sponsorship excludes production costs.

INSERTS IN CONFERENCE BAGS €1,000 €2,500 NON-EXHIBITOR
The conference bags are handed out to all participants. Here you will reach all the participants with your brochure. The maximum size of the insert is a folder of 4 size A4 pages. The sponsorship excludes production costs.

BRANDED HAND SANITIZER €2,500
The branded hand sanitizer will help the participants quickly and conveniently clean their hands, and touching things during the conference. The small bottles of hand sanitizer will be packed as inserts in the conference bags. The sponsorship excludes production costs.

LOUNGE SPONSORSHIP €10,000
The sponsorship includes:
- Opportunity to brand wall, excluding production costs.
- Opportunity to place flyers on the table
- Furniture and carpeting is included (subject to price)

Please contact us for the complete branding catalogue.
GENERAL INFORMATION

DATES
May 9-11 2018

CONFERENCE VENUE
EXPO Kraków
Galicyjska 9
31-586 Kraków
Poland

OFFICIAL LANGUAGE
English

PARTICIPANTS
The number of participants is estimated to be 4,000-5,000. The expected participant spread between nurse /doctor / industry representatives is 60 / 30 /10.

TERMS FOR EXHIBITING

While we wish all sponsors the best return possible on their support of the conference, we ask exhibitors to adhere to the following guidelines for interaction with delegates:

• Exhibitors must ensure that information provided is correct and valid.
• EWMA Secretariat can with prior notification adjust the floor plan and stand locations accordingly.
• The exhibitors must comply with the guidelines, rules and regulations of the venue and organisers contained in the Technical Manual (available end of the year before the EWMA Conference).
• It is not allowed to start dismantling the exhibition stand before the official dismantling hours.
• Technical Supplies: The exhibitor will be charged separately for special services such as electrical power supplies, food and beverages, furniture and other equipment. These must be ordered on separate technical order forms.
• It is not permitted for people from other companies to ask questions during company sponsored symposiums – especially when their affiliation is not disclosed.
• No one should approach a competitor booth without disclosing their company affiliation
• Materials should only be handed out in the exhibition area, not in the scientific area
• Mystery buyers are not allowed
• All company staff at the booths should know these rules

TERMS OF PAYMENT
All prices quoted are net prices. The legal value added tax will be included upon billing. Due dates: 25% of the total amount will be invoiced upon ordering, and is due 14 days after ordering. The remaining amount will be invoiced in January 2018, and is due within 14 days. Orders after January 1st, 2018 will be invoiced for the full amount immediately upon ordering.

CANCELLATION POLICY & NON-PARTICIPATION ON THE PART OF THE EXHIBITOR
Following receipt of the order confirmation the order is binding and the exhibitor is committed to pay as follows:

Any cancellation of stand, symposia and other bookings before December 31st 2017

will not be refunded for the 25 % prepayment.
If a pre-payment has not been made 25% of the full amount will be charged as a cancellation fee. Cancellations after January 1st 2018 are non-refundable and requires a 100% payment of the amount stated in the order confirmation.

The above apply if the exhibitor withdraws from the contract or does not participate in the event.
CORPORATE SPONSORS

Acelity
BSN medical
Coloplast
ConvaTec
HARTMANN
Lohmann & Rauscher
Mölnlycke®
PolyMem®
smith&nephew
URGO Medical
WACKER

3M
abigo
Aurealis Pharma
B Braun
Chemviron
drawtex®
Flen Health
Freudenberg
frontier medical group
Juzo®
Kerescis
KLOX Technologies
medela
medi
MiMedx
Nutricia
SastoMed
SOFAR
Stryker
Vancive
Welcare